

**Edina Arts and Culture Commission Meeting  
Meeting Minutes  
City of Edina, Minnesota  
Edina City Hall Community Room  
February 27, 2014  
4:30 P.M.**

**I. Call to Order**

Mr. Bouassida called the meeting to order at 4:33 p.m.

**II. Roll Call**

Commissioners Present: Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O'Dea, Paul Peterson, and Thomas Raeuchle

Commissioner Absent: Kandace Ellis

Staff Present: Michael Frey, General Manager, Edina Art Center; and, Christine Baeumler, University of Minnesota Associate Professor with the Department of Art

Community Members Present: Christine Baeumler, University of Minnesota Associate Professor, Department of Art, Lisa Ferguson

Student Members Present: Jack Ready

Student Commissioner Absent: Sophia Munic

**III. Approval of Meeting Agenda**

Chair Bouassida noted the meeting agenda had been circulated and asked if there were requests for additions or changes. Commissioner La Valleur stated the volunteer recognition nominations need to be submitted prior to the next meeting. Mr. Frey indicated he would address that item during his update.

No additions to the agenda voiced. The agenda as stated is approved.

**IV. Adoption of Consent Agenda**

**A. Approval of Minutes of January 23, 2014**

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of January 23, 2014. No changes voiced.

**Motion by Commissioner Raeuchle and seconded by Commissioner Meifert that the Arts and Culture Commission approve the January 23, 2014 minutes as presented.**

Ayes: Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O'Dea, Paul Peterson, Thomas Raeuchle. Motion carried.

**V. Community Comment**

None.

**VI. Reports/Recommendations**

**A. Artful Design – Phase IV Edina Promenade – Christine Baeumler**

Mr. Frey introduced Ms. Christine Baeumler, Associate Professor of Art and Public Engagement. Ms. Baeumler has been hired as a consultant with the Parks & Recreation Department for the Phase IV Edina Promenade expansion.

Commissioner Raeuchle explained that at the end of 2013, the City sent out a request for participation to the Commission to comment on the Phase IV expansion of the Promenade. At that time, the City wanted the Commission to decide the location of sculptures. It was then that it was decided that someone was needed to develop an artistic

concept and Ms. Baeumler was contacted as she also has extensive experience working with art and watershed districts in the state.

Christine Baeumler, University of Minnesota Associate Professor with the Department of Art, described her role in the Phase IV Edina Promenade design and meetings held with consultants to incorporate art into the infrastructure. She stated she reviewed the 2007 Promenade Master Plan and her role is to guide and coordinate an overarching thematic vision and the related artworks/artful infrastructure design. In addition, she will consider next steps in how art can be integrated and available funding. Ms. Baeumler presented guiding ideas and specific ideas generated at the January 15, 2014, meeting with the City's Phase IV Expansion Public Art Stakeholders headed by City Engineer Ross Bintner.

Commissioner Lappin asked if this will be incorporated into the Bylery's project. Commissioner La Valleur explained it is not but is located nearby. The Commissioners reviewed the location of the project and nearby buildings.

Ms. Baeumler stated the Public Art Stakeholders discussed creating a "narrative" of experiencing the water traveling through the site as well as an acknowledgement of the history. The consideration was to create nodes for an artful design opportunity. This is a shift from public art being an object on the Promenade to considering how people experience a place and other ways to integrate art into that space. She displayed illustrations depicting a gathering space along the Promenade with a water feature and seating opportunity.

Commissioner Raeuchle noted that during winter months the water is turned off so that feature would be lost for those months. He described ice fountains he saw while in Val Gardena in Europe that created an enormous ice waterfall, noting it may be an opportunity in Edina so there is not just summer activity for the water feature.

Ms. Baeumler stated she will check into that option and explained that another option would be to create a Zen garden that could remain open year round.

Commissioner Raeuchle and Ms. Baeumler described the size of the pond, which would be newly created, and location of the small creek. Ms. Baeumler displayed art created by Lorna Jordan that offered an awning/shade space for the Promenade, which is currently an open area. She also displayed pictures of grates, drains, splash pads and runnels, stone benches, stone paths, and mirror rocks, and explained how combining art into the infrastructure will create an added experience.

Ms. Baeumler suggested creating a small subcommittee of three that she could work with, noting her report was due on April 4, 2014. She stated she has been working with Commissioners Raeuchle and La Valleur and hopes Mr. Frey will continue his involvement and provide comment.

Chair Bouassida thanked Ms. Baeumler for her presentation on the Phase IV expansion of the Promenade and asked if any Commissioner would be interested in serving on this subcommittee. Student Ready offered to attend the meetings. Commissioners La Valleur, O'Dea, and Raeuchle offered to serve on this subcommittee.

**Chair Bouassida declared the Promenade Phase IV Subcommittee to be comprised of Commissioners La Valleur, O'Dea, and Raeuchle and asked that this Subcommittee provide an update at the March meeting.**

## **B. Art Center Working Group Report**

Commissioner Lappin stated the Edina Film Festival Committee has not met in the past month, and Manager Frey will report on numbers for the Art Center.

## **C. Music in Edina Working Group Report**

Commissioner Peterson reported on Music in the Parks and the great work of Commissioner Ellis. He described David Peterson's successful program in Apple Valley and explained that one reason the Apple Valley model is working, is because that Mayor is an advocate and promotes it to the community. Mr. Peterson is the President of the Apple Valley Arts Foundation Board of Directors. The Apple Valley program is a 501(c) 3 so it pays the City for use of buildings/permits and still has so much left over they fuse it back into arts and the public school system.

Commissioner Peterson stated the Music in Edina Working Group has prepared a summer schedule with Friday nights at Rosland Park.

Mr. Frey stated one option discussed at this Working Group's meeting was to have indoor concerts at a location within Edina, such as the Braemar Golf Course Club House for the winter series. Mr. Frey and other members of the Music Group will be meeting with the Braemar Golf Course Manager to discuss that option.

Commissioner Peterson stated Apple Valley allows liquor at its outdoor concerts and while that may be a challenge in Edina, he will be meeting with the Mayors of Apple Valley and Edina to discuss that scenario.

Commissioner La Valleur indicated that in Edina, there is a law prohibiting liquor in public parks. Chair Bouassida noted the job of the Commission is to present ideas to the City that may not have been considered before.

Commissioner Peterson stated in Apple Valley, a local restaurateur sells food and liquor at the event so it becomes an organic meeting of the community that all want to enjoy. He stated the next steps are to solidify the schedule and advertising strategy. Commissioner Peterson stated he will present updates at subsequent meetings.

Commissioner Raeuchle supported this Working Group reaching out to other partners in Edina because it will build another level of support within the community and lead to community buy in.

Student Ready offered to speak with his Jazz Band director about scheduling a summer concert.

Commissioner Peterson described how this program could grow in Edina and still “pay it forward” to another community. He suggested Student Ready make the inquiry and report back to him, noting the concert could also include a choir. He commented on the opportunity to gain grants from civic organizations to construct a stage with a public address system, noting the Showmobile may not be long lasting.

**Motion by Commissioner Raeuchle and seconded by Commissioner O’Dea that the Arts and Culture Commission accept the report of the Music in Edina Working Group.**

Ayes: Hafeed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O’Dea, Paul Peterson, Thomas Raeuchle.  
Motion carried.

**D. Public Art Working Group Report**

Commissioner La Valleur reported that Think Bank is interested in providing exhibition space within their new structure.

Chair Bouassida stated it has been some time since the term “Public Art Working Group” has been discussed. He stated he has a problem with the idea/denomination of “public art” in this title and supported changing the name, noting some may perceive it implies non-support of private art.

Commissioners O’Dea and Lappin indicated they do not share the same opinion.

Commissioner Raeuchle stated he also thinks the name “Public Art Working Group” leads to confusion, which was seen in Ms. Baeumler’s presentation as she was not clear to whom she was speaking with tonight. He felt there was need to resolve this confusion so it does not diminish the Commissioner’s impact in the community. Commissioner Raeuchle explained the confusion is between the Arts and Culture Commission and the Public Art Working Group, and their relation to each other. He stated the point of the Arts and Culture Commission was to have a focal point in the City that is recognized as dealing with anything relating to art in any sense.

Chair Bouassida stated he is often asked what they do with the Public Art Working Group and the public does not understand that the groups work together. Instead, the public views the Public Art Working Group as having everything to do with art.

Commissioner O’Dea asked how Music in Edina is any different and felt the onus was on the Arts and Culture Commission to make that clarification. She stated she considers “public art” to be something that is located outside.

Commissioner Raeuchle stated the Commission’s name should convey what it is about. He noted that Music in Edina is also involved with art in Edina.

Chair Bouassida agreed and stated Music in Edina is a working group but the term “public art” involves all art that relates to the public. He asked Commissioner La Valleur to hold a discussion with the Public Art Working Group to determine if the name can be slightly altered to eliminate that confusion.

Mr. Frey stated that the Strategic Planning Working Group of the Arts & Culture Commission is working towards addressing the perception problem. He also stated that the Public Art meeting held last Saturday was one of the best meetings held. The name of the group was on the agenda but they did not have time during that meeting to address the agenda item relating to the name.

Commissioner O’Dea stated there will be situations where people go to Commissioner Peterson to ask about music and he will suggest they come before the Arts and Culture Commission.

Chair Bouassida stated “public art” encompasses everything.

Commissioner La Valleur stated she does not hold the same opinion as Chair Bouassida and believes that things are changing because “placemaking” is now a popular buzzword. She stated she does not see the term “public art” as a

huge issue for confusion. Commissioner La Valleur stated she has been involved with the Arts and Culture Commission for three years, is very involved with the community, and not had the same experience as Chair Bouassida.

Chair Bouassida agreed that Commissioner La Valleur is out in the public often; however, he has found most people think that the Public Art Working Group is the Arts and Culture Commission. Commissioner La Valleur stated she does provide an explanation between the two groups and always promotes the Arts and Culture Commission. She agreed there is a need for additional public relations but does not agree with removing the term "public art." Commissioner La Valleur stated next month she will present the guidelines that have been developed as well as logo ideas.

Chair Bouassida again asked the Public Art Working Group to discuss name denominations.

Mr. Frey stated the Commission needs to move quickly with implementing the Strategic Plan the Arts & Culture Commission has created to get the word out to the public.

**Based on a voice vote, Chair Bouassida stated that the Arts and Culture Commission accepts the report of the Public Art Working Group.**

#### **E. Strategic Planning Committee**

Commissioner Meifert presented the work plan of the Strategic Planning Committee and explained they are proposing to approach fund raising as one group. He also presented Key Issues to be addressed and stated there is a need to find advocates to drive those issues and make them happen.

Chair Bouassida asked who the members of the Strategic Planning Committee are.

Commissioner Meifert stated members are Commissioners Raeuchle, and Ellis. Mr. Frey attends meetings as well. Commissioner Raeuchle suggested the Strategic Planning Committee meet again to pencil in names so that information can be presented at next month's Arts and Culture Commission meeting.

Chair Bouassida asked if anyone else would like to participate with this Committee. Following discussion, he suggested this discussion be delayed to the March meeting as some of these issues may be resolved by that date.

Commissioner Peterson stated some City staff members may be helpful with this work plan and suggested they be engaged.

Chair Bouassida asked the Strategic Planning Committee to meet again to fill in names and determine timing.

Mr. Frey reported that the Arts and Culture Commission Work Plan had been sent to City Staff and will be presented to the City Council for review at the April 22, 2014 Joint Work Session. The Strategic Planning Committee is working on the "meat" of that work plan. The Commission asked Mr. Frey to e-mail the Arts & Culture Commission 2014 Work Plan for review.

**Motion by Commissioner Raeuchle and seconded by Commissioner O'Dea that the Arts and Culture Commission accept the report of the Strategic Planning Committee.**

Ayes: Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O'Dea, Paul Peterson, Thomas Raeuchle.  
Motion carried.

#### **VII. Correspondence and Petitions**

Chair Bouassida asked if there was any correspondence or petitions. None voiced.

#### **VIII. Chair and Commission Member Comments**

##### **A. Ways and Means Committee Formation**

The Arts and Culture Commission discussed options for using funds that have been raised to promote arts and culture.

Mr. Frey stated he met with Manager Neal, Finance Director Wallin, and Assistant Director of Parks & Recreation Faus to discuss the newly created Arts & Culture Fund within the City. He explained that the Arts and Culture Commission has a line item in the budget at \$20,000; \$10,000 from Public Art and \$10,000 from Music in Edina. It will be at the discretion of the Arts and Culture Commission to determine how those funds are to be used. Mr. Frey stated that currently, if the Public Art funds are not used by the end of the year, they go towards paying off the stained glass window. Once that cost is covered in full, the funds not used by the end of the year will remain in the Arts and Culture Commission's fund, which is tax exempt. He stated that if funds are raised, they can be deposited into that fund immediately. Donations to

this public agency would be public knowledge and tax deductible. However, donations to the Edina Community Foundation can be public, private and/or anonymous.

Commissioner La Valleur asked if money paid to the sculptors and Public Choice Awards is no longer taken from the Edina Community Foundation. Mr. Frey explained there are two separate funds and the \$10,000 has never gone through the Foundation.

Chair Bouassida mentioned other opportunities for raising funds for arts and culture, for example every time there is a permit request for particular business development in Edina, the developer is required to pay a percentage that goes into a separate fund for the arts. Mr. Frey noted that many cities have already gone in that direction.

Chair Bouassida suggested creating a Ways and Means Committee to address that opportunity and coordinate that discussion.

Student Ready stated he thinks it is a good idea. Commissioner Raeuchle stated the big issue with fund raising is one of coordination so you do not come to the same potential donor multiple times. Commissioner Meifert noted that issue will be covered in the Strategic Planning Committee's work plan.

**Commissioner La Valleur moved and Commissioner Peterson seconded to establish a Ways and Means Committee.**

Ayes: Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O'Dea, Paul Peterson, Thomas Raeuchle. Motion carried.

Mr. Frey suggested Commissioners who are already involved in fund raising serve on the Ways and Means Committee.

Chair Bouassida asked if it should be a Working Group as it could then involve people of the community. Commissioner Lappin noted the community can always provide input without being a member of the Committee.

Commissioner La Valleur stated people of Edina who are well connected financially do not need to sit on such a Committee but once it is decided, they can be approached at that time. Commissioner Raeuchle stated they do not need to be on the committee but if someone wants to participate, they should be allowed. Mr. Frey stated they would then make application to be a Commissioner.

Chair Bouassida proposed it be a Committee at this point and if the need presents itself, it can then be changed to a Working Group.

The Commission agreed with the suggestion of Commission Raeuchle that the Committee's first action should be to select a formal name.

Commissioners Lappin, La Valleur, Meifert, Peterson, and Raeuchle offered to serve on that Committee.

Chair Bouassida asked the Ways and Means Committee to report at the March meeting.

#### **IX. Staff Comments**

None.

#### **X. Adjournment**

The meeting was adjourned by the Chair at 6:03 p.m.